



2017

# THE ALMOND CONFERENCE

A NEW CONSUMER CAMPAIGN AND MORE FOCUS ON ALMOND MILK: UPDATES FROM THE NORTH AMERICAN MARKET

Room 306-307 | December 6 2017



# CEUs – New Process

## Certified Crop Advisor (CCA)

- Sign in and out of each session you attend.
- Pickup verification sheet at conclusion of each session.
- *Repeat this process for each session, and each day you wish to receive credits*

## Pest Control Advisor (PCA), Qualified Applicator (QA), Private Applicator (PA)

- Pickup scantron at the start of the day at first session you attend; complete form.
- Sign in and out of each session you attend.
- Pickup verification sheet at conclusion of each session.
- Turn in your scantron at the end of the day at the last session you attend.

*Sign in sheets and verification sheets are located at the back of each session room.*





# UPDATES FROM THE NORTH AMERICAN MARKET

Maya Erwin // Molly Spence // Becky Jeffers // Rob Corliss

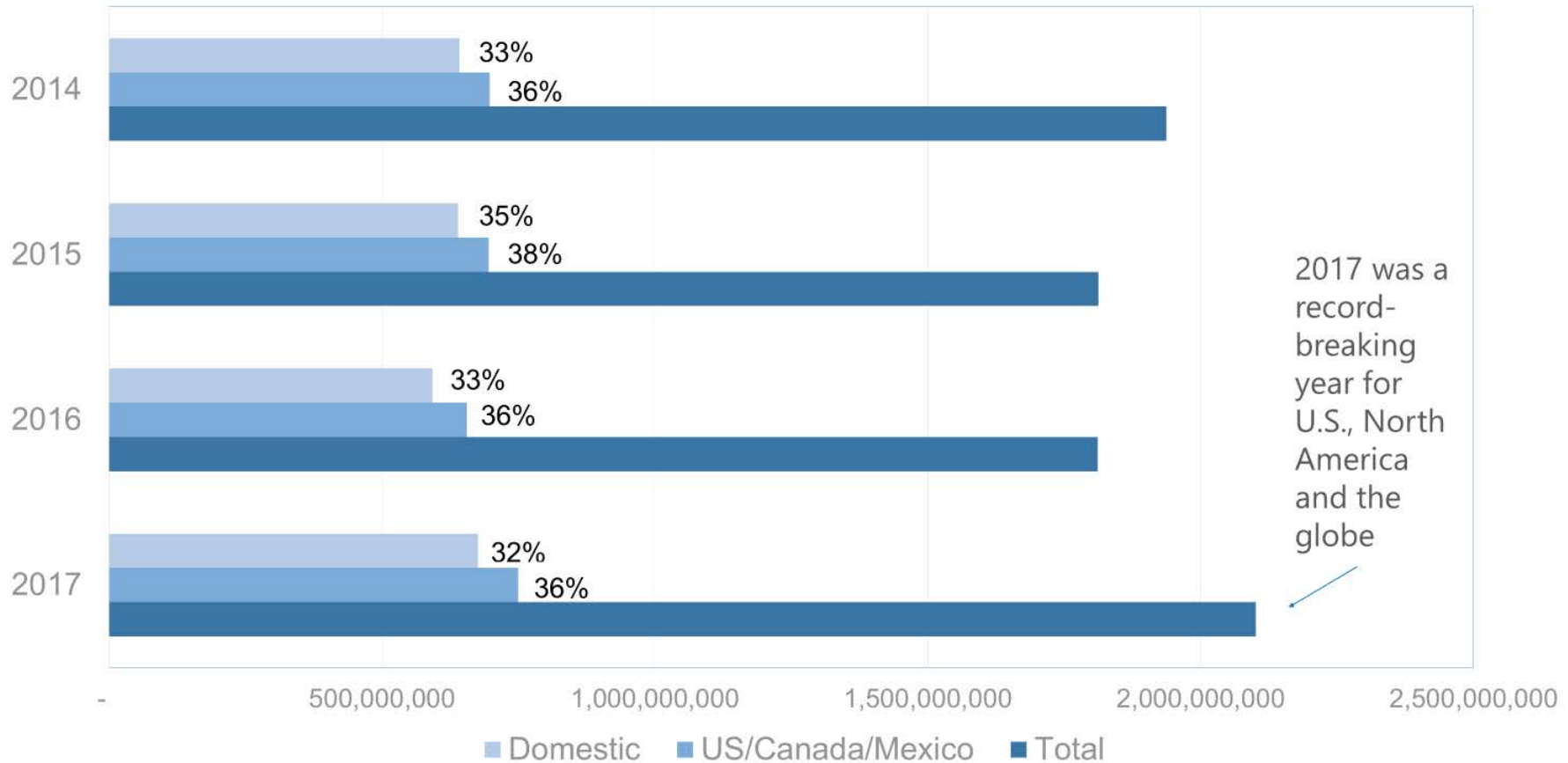


NORTH AMERICA

# THE STATE OF THE REGION

- Reflections on 2017
- Programming highlights
- Looking ahead to 2018

# DOMESTIC, NORTH AMERICAN, GLOBAL SHIPMENTS







# 2017



January						
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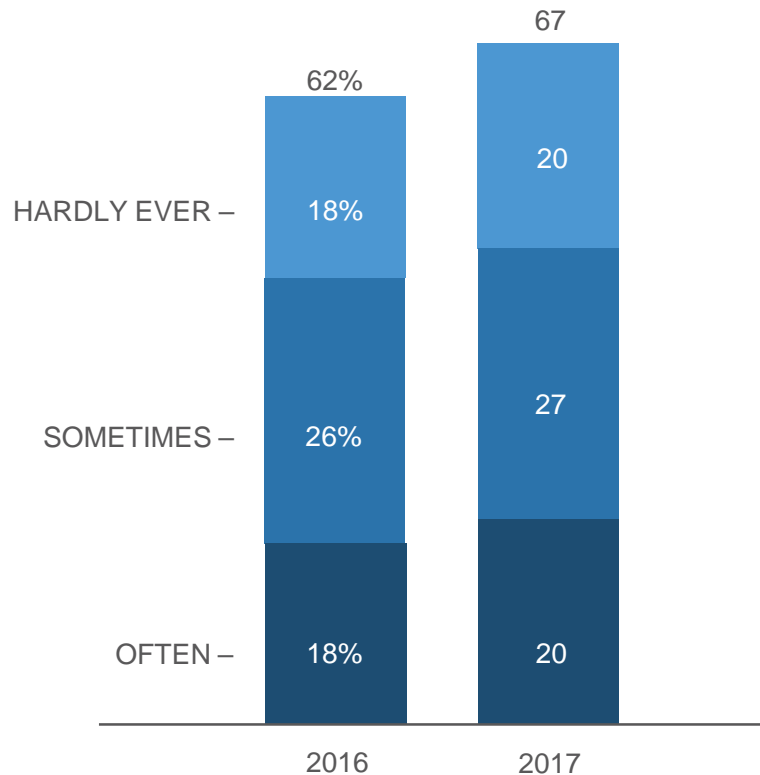
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November						
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# IN 2017, TWO-THIRDS OF U.S. ADULTS GET NEWS FROM SOCIAL MEDIA

% of U.S. adults  
who get news from  
social media sites...



Source: Survey conducted Aug. 8-21, 2017.

“News Use Across Social Media Platforms 2017”, Pew Research Center

# Russian Operatives Bought Thousands Of Facebook Ads 'To Sow Chaos'

BUSINESS INSIDER

Here are some of the Russian Facebook ads meant to divide the US and promote Trump



**Here are the Russian Facebook ads you might have seen during the election**

**The Washington Post**  
*Democracy Dies in Darkness*

Technology

Russian operatives used Facebook ads to exploit America's racial and religious divisions

THIS QUESTION TOOK ON A WHOLE NEW DIMENSION

# WHAT'S FAKE, WHAT'S REAL?



**Newsweek**

# FALSE CHARGES OF 'FAKE NEWS' ARE HARMING OUR FREE PRESS

**OPINION**

BY **GLEB TSIPURSKY** ON 11/19/17 AT 6:10 AM

AMERICANS DIVIDE (SOMEWHAT)  
OVER WHO TO BELIEVE



## tech Facebook, Google, Twitter to fight fake news with 'trust indicators'

by Seth Fiegerman @sefiegerman

November 16, 2017 3:35 PM ET



**Bulletin  
of the  
Atomic  
Scientists**

COLUMNISTS

17 NOVEMBER 2017

## Technology helped fake news. Now technology needs to stop it

John Cook

## WHY ZUCKERBERG'S NEW "TRUST INDICATORS" CAN'T FIX FAKE NEWS

A system providing additional context for publishers is too little, too late in a world where basic facts and mainstream publications are quickly written off as partisan.



BY MAYA KOSOFF

NOVEMBER 17, 2017 10:56 AM

**VANITY FAIR**

## THE WALL STREET JOURNAL.

## Have Consumers Decided Most News Is Fake News?

Global investors seem nearly as skeptical as Trump partisans.

AND THIS ISN'T  
EASY TO FIX



## IN THE FOOD INDUSTRY, NUTRITION SCIENCE CONTINUED TO BE SCRUTINIZED AND QUESTIONED

### Study: How the sugar industry lied about heart disease

Candice Choi, Associated Press Published 12:23 p.m. MT Sept. 13, 2016

Vox

TWEET

SHARE

### Dark chocolate is now a health food. Here's how that happened.

The Mars company has sponsored hundreds of scientific studies to show cocoa is good for you.

Updated by Julia Belluz | @juliaoftoronto | julia.belluz@voxmedia.com | Oct 18, 2017, 9:20am EDT

## "THE INTERNET" IS THE MAIN NEWS INFORMATION SOURCE

Respondents couldn't name actual news or information sources beyond "the internet." They go online, see what piques their interest on social media, and navigate from there.

"I get my news from Facebook. I just scroll through my feed to see what is going on. I don't really have any go-to sources."

## BIG = IRRESPONSIBLE

Big corporations and big food are viewed as faceless companies that focus on profits over people.

"Every big food company is a villain. None of them have the real interest of the environment at heart. It is just a way to stay relevant and make money."

"I don't see how big can be good. They do the bare minimum just to meet requirements and say they are doing something good."

## AND IN OUR OWN FOCUS GROUPS...THERE IS AN EXTREME AMOUNT OF SKEPTICISM, AND RESPONDENTS DO NOT BELIEVE ANY MEDIA SOURCE IS CREDIBLE OR TRUSTWORTHY.

"YOU CAN'T BELIEVE ANYTHING YOU READ OR HEAR, EVERYTHING IS SLANTED OR SKEWED. I GET MY NEWS FROM MULTIPLE SOURCES, THEN DO MY OWN RESEARCH TO ACTUALLY FIGURE OUT WHAT IS TRUE."

THERE IS NO ONE SOURCE YOU CAN TRUST OR THAT IS TOTALLY CREDIBLE. YOU HAVE TO TAKE IT INTO YOUR OWN HANDS AND DRAW YOUR OWN CONCLUSIONS."



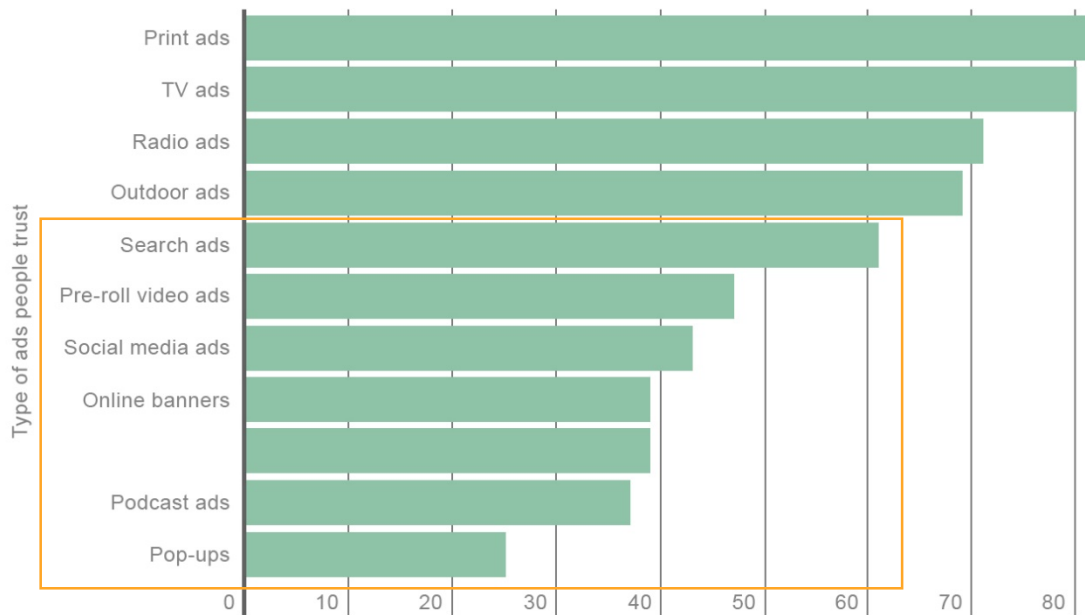


MEANWHILE, ADVERTISERS NEED TO  
BE CONTINUALLY MORE VIGILANT  
ABOUT WHERE THEIR ADS ARE  
RUNNING, AND THE VERIFICATION OF  
IMPRESSIONS



**Ad Viewability, Verification Drive Creative Reset  
For P&G: Chief Brand Officer Marc Pritchard**

# SO, WHAT DOES THIS MEAN FOR US, WHEN IT COMES TO MARKETING ALMONDS?



Percentage of respondents. Chart source: MarketingSherpa.

**DIGIDAY**

The global state of consumer trust in advertising in 5 charts  
July 4, 2017 by Jessica Davies



2016: Perceived digital clutter  
2017: Perceived digital \*chaos\*



Deep consumer skepticism



But also deep insights about our consumers  
and how to reach them 1:1

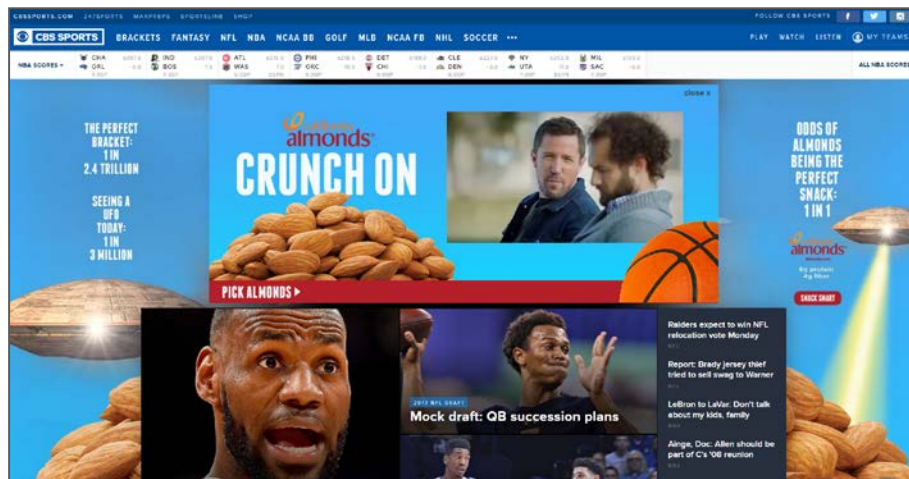
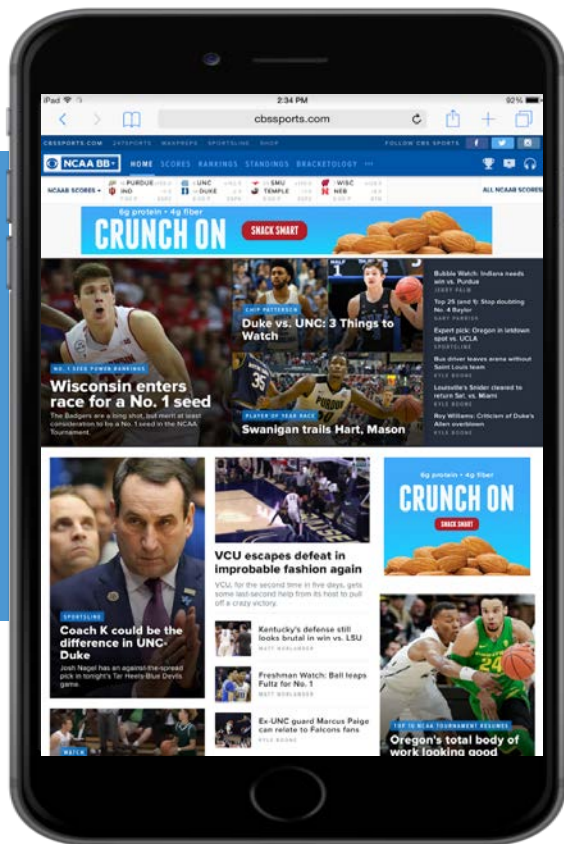


How to break through and achieve trust and affinity?



Quality, helpful content and relationship building

# APPEALING, CONTEXTUALLY RELEVANT CONTENT











CONTEXTUALLY RELEVANT  
DURING FANTASY FOOTBALL





100 YEARS  
OF HOCKEY?  
NOW THAT'S  
SOMETHING  
TO SNACK  
ABOUT.



Marc-Andre Fleury knew he was going somewhere, with rumours suggesting Calgary, Winnipeg or Vegas. Fleury said if the Flames and Penguins did strike a deal, he liked the situation in Calgary.

2017-18 NHL Team Preview: Vegas Golden Knights

Penguins' Murray on replacing Fleury: 'I definitely feel bad'

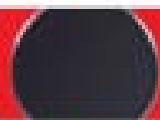
ALMONDS  
6 GRAMS OF  
PROTEIN



# CONTEXTUALLY RELEVANT IN CANADA

## OVERTIME

## IS CRUNCH TIME



SNACK ON, CANADA



CONSUMERS FOOD PROFESSIONALS HEALTH PROFESSIONALS GENERAL BUSINESS ALMOND PROFESSIONALS NETWORK

Snacking

HEALTH & NUTRITION

Almonds Recipe Center

About Almonds

English US/Canada

## GET THE ASSIST WITH ALMONDS





53% OF BUSINESS PEOPLE SUGGEST THAT  
**THEY ARE LESS PRODUCTIVE  
IN THE AFTERNOON.  
MANY OF THEM  
HAVEN'T HAD A SNACK!**

**Workplace Snacks are Necessary to Keep Productive**  
53% of business people suggest that they are less productive in the afternoon. Well it's no surprise many of them haven't had a snack!

**YOUR TIME IS LIMITED,  
SO DON'T WASTE IT  
BY LIVING IN SOMEONE ELSE'S  
LIFE.**

- STEVE JOBS

## Be Yourself



**KEEP YOUR ENERGY UP  
WITH POST-LUNCH WALKS**

### Keep Your Energy Up with Post-Lunch Walks

A woman with long brown hair, wearing a white ribbed tank top, is shown from the chest up against a solid green background. She is holding a clear glass filled with water in her left hand and drinking from it with a straw held in her right hand. Her expression is neutral as she looks directly at the camera.

### Drink up Jen's Green Detox Smoothie

## Seize the Day



**THE AFTERNOON CRASH IS REAL!**

### The Afternoon Crash is Real!

The afternoon crash is real! Snack on a handful of almonds to fight the slump. Their combination of protein, fiber and quality fat will lead to better eating decisions and will help maintain your productivity all day long.





# ALMOND MILK CONTENT



# ALMOND MILK CONTENT

## SO MANY DELICIOUS WAYS TO ENJOY ALMOND MILK

Almond milk is super versatile – you can buy it unsweetened, and either plain or in flavors like vanilla and chocolate. Look for it in your favorite coffee or smoothie shop, and even in bottled coffee drinks and smoothies.

Almond milk is a great choice for people who are looking to avoid lactose, dairy and soy. It's also great for calorie-watchers, as unsweetened products have as few as 30 or 35 calories per 8-ounce serving with 0 grams of sugar. It contains no cholesterol or saturated fat, and most products are fortified with calcium and vitamin D. Some products are high in protein too. It really depends what your tastes are and what you are looking for. Choice is a beautiful thing.



We've partnered with Jackie Newgent, Registered Dietitian Nutritionist, to bring you a brand new almond milk recipe to enjoy. Here's Jackie's take on hummus:

**Almond Lover's Hummus**  
Makes 8 servings, 1/4 cup each

#### INGREDIENTS

2/3 cup plain unsweetened almond milk  
1 (15-ounce) can no-salt-added chickpeas, drained  
1/2 cup unsalted, creamy almond butter





### Nourish by Tastemade with California Almonds (Default).

November 9 at 7:00 AM · Paid · 🌐

Enjoy the sweet flavors of brownie batter in the morning with this Almond Milk breakfast bake.

... Continue Reading



# NEW: ALMOND MILK CONTENT



**NEW: ALMOND MILK  
CONTENT**

# CONTENT FOR HEALTH PROFESSIONALS



HANDOUTS ON VARIOUS ALMOND NUTRITION  
INFORMATION AVAILABLE ON ALMONDS.COM IN  
PRINTER-READY FORMAT

## Help Your Clients **SNACK SMARTER** WITH ALMOND BOARD OF CALIFORNIA



### ALMONDS ARE A HEALTHY FOOD!

As a health professional, you're probably thinking, "I already know almonds are healthy!" But until last week, the FDA did not allow almonds to be called healthy on food labels, due to the agency's regulatory definition of the term. That's now changed and almonds can officially declare that they are a healthy food! [Read more here.](#)



### SNACKOLOGY: SNACKING STATS AND SMART SUGGESTIONS

Gone are the days of three square meals—snacking is so much a part of our culture that it now accounts for half of all eating occasions,<sup>1</sup> with a whopping 94% of consumers snacking at least once a day and 50% reporting that they eat three or four snacks a day.<sup>2</sup> [Read more here.](#)

### SUPER SNACKS

When it comes to snacking, a little planning goes a long way. Try these wholesome on-the-go faves:



### PUMPKIN CRANBERRY GRANOLA BITES

These make-ahead bites are a burst of fall flavor in your mouth! The powerhouse combo of canned pumpkin, crunchy almonds, pumpkin seeds and dried cranberries make these the perfect bite-size snack. [Get the recipe.](#)

### HERBED ALMONDS

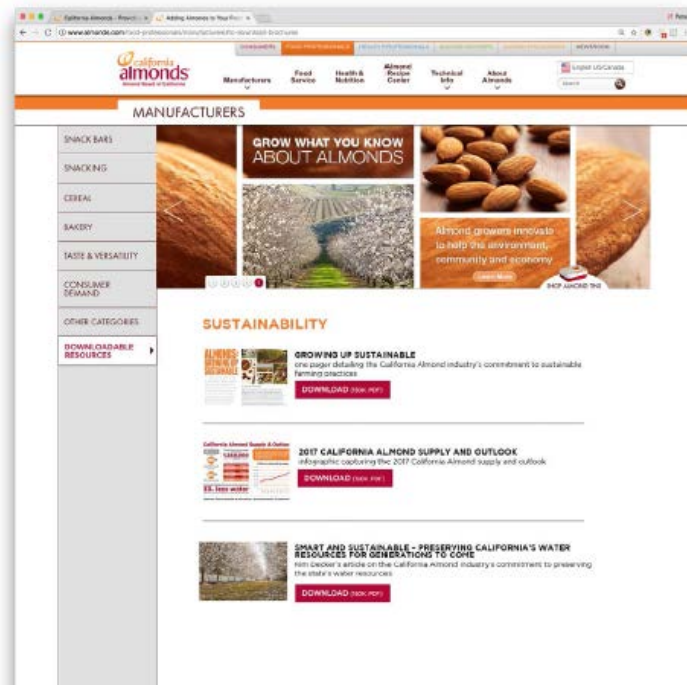
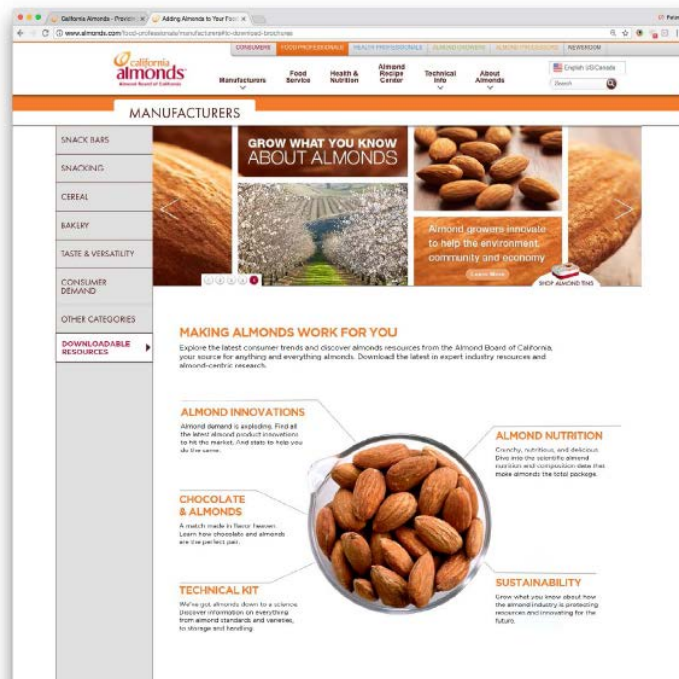
This mix of spices adds a subtle flavor kick to crunchy almonds. They're super-easy to make, with ingredients you likely already have in your pantry. Store them up to two weeks in an airtight container. [Get the recipe.](#)



MONTHLY E-NEWS DIRECT TO RD'S INBOX



# CONTENT FOR FOOD PROFESSIONALS



# AND, EDIBLE CONTENT?

Welcome to our  
consulting chef  
Rob Corliss.





# Today:



# NORTH AMERICANS “CRUNCH ON”

But how do we  
keep the  
momentum  
going?

- ✓ Attitudes, awareness and usage
- ✓ Engagement with digital advertising and social media
- ✓ More almond “heavy users”
- ✓ Top nut in new production introductions for the 10<sup>th</sup> year in a row
- ✓ Slight decrease recently in the volume of almond snacking products sold, not quite offset by strong growth in “almond only” products like milk and butter
- ✓ Record shipments both domestically and in North America in crop year 2017

# ON TAP FOR EARLY 2018: A NEW INTEGRATED MARKETING CAMPAIGN FOR CONSUMERS



## Purchase Power

Household income  
\$75K+ (Median HHI  
\$70.8K)



## Connected

Spends time on social, streams  
radio, shops online, stays informed  
of key topics online and plans travel.



## Savvy Shoppers

Looks to find deals without  
sacrificing quality.



## Tries to do it all

Is strapped for time because of pursuit in so  
many interests. Enjoys spending time with  
family and friends, working out and staying  
involved with the community



## Image Conscious

Aware of others' perceptions of them  
and tries to maintain a favorable and  
influential image among peers.



## Food for Fuel

Likes to try new and exciting  
foods, but values convenience to  
keep up with busy life.

**32% of U.S.  
77 Million Adults**

56% females

44% males

A wide-angle photograph of a snowy mountain landscape. In the foreground, the Olympic rings are mounted on tall poles. The rings are blue, yellow, black, green, and red. The background features a range of snow-capped mountains under a clear blue sky. The ground is covered in snow, and there are some trees and structures visible in the distance.

LOOK FOR OUR NEW AD  
IN THE 2018 WINTER  
OLYMPICS





THANK YOU!

# What's Next

## Wednesday, December 6 at 11:10 a.m.

- Going Nuts for Beauty: From California to China – Room 306-307
- Tools for Better Irrigation – Room 308-309
- Research Update: Growing and Harvesting – Room 312-313
- Sensory and Analytical: Where Science Meets Art – Room 314





## Concessions now available!

Visit the Exhibit Hall A+B to purchase concessions throughout the conference during trade show hours. Concessions are located on the back wall of the exhibit hall.

